



Knowledge Transfer Study

2010-2012

<http://www.knowledge-transfer-study.eu>

info@knowledge-transfer-study.eu

Italian Expert Workshop

Intellectual Property Management at Universities and Public Research Institutes in Italy: Strategic Approaches

Friday, 30 September 2011, 11.45 – 16.15 hrs
CNR Conference Centre, Piazzale Aldo Moro, Rome, Italy

Objectives

The contribution of Italian universities and public research organisations to economic development is increasingly recognised. However, there are challenges for all stakeholders involved in knowledge transfer: Companies need to become more involved in collaborative research and accept good practice in intellectual property management. Agencies funding research and innovation need to adopt a more coherent approach. Universities need to manage their expectations regarding income generation through knowledge transfer, while maximising its impact. There may need to be a longer term commitment to the funding of knowledge transfer offices and to increasing the status of the knowledge transfer profession. **This workshop will discuss challenges of knowledge transfer, good practices, and ways towards more systematic approaches.**

Background

This workshop supports the implementation of the European Commission's 2008 Recommendation on the management of intellectual property in knowledge transfer activities and Code of Practice for universities and public research organisations (http://ec.europa.eu/invest-in-research/pdf/ip_recommendation_en.pdf). The event is part of a workshop series covering 39 European countries in 2011 and 2012. It takes place in **co-location with the ProTon Europe 9th Annual Conference** (<http://www.netval.it/pagine/ProTon-Europe-Annual-Conference-2011.aspx>) and in cooperation with the Italian Ministry of Economic Development as well as Netval. The morning session of the workshop and the ProTon conference will take place jointly. Participation in the Knowledge Transfer Study workshop is for free. Experts interested in also attending the ProTon conference will however have to pay the whole fee of this conference.

Target groups

The workshop convenes stakeholders in knowledge transfer, in particular from universities, public research organisations, governmental organisations and business. Attendance is free of charge and by personal invitation. We expect approximately 50 participants. Agreed costs for accommodation and travel of speakers can be reimbursed.

Registration

Please register for the Italian expert workshop at the following website: <http://www.knowledge-transfer-study.eu/workshop/Italy/register>.

Organisation

Please address questions to Stefan Lilischkis at empirica in Bonn, the company organising the event, stefan.lilischkis@empirica.com, +49 (0)228 98530-35.

About the Knowledge Transfer Study 2010-2012



The "Knowledge Transfer Study" (monitoring study regarding the implementation of the Commission Recommendation and Code of Practice on the management of intellectual property in knowledge transfer activities in Member States and Associated Countries) is based on a Contract (No. RTD/Dir C/C2/2010/SI2.569045) between the European Commission, Research Directorate General, and empirica GmbH, the Maastricht Economic Research Institute on Innovation and Technology, and the School of Business of the University of Applied Sciences North-Western Switzerland.

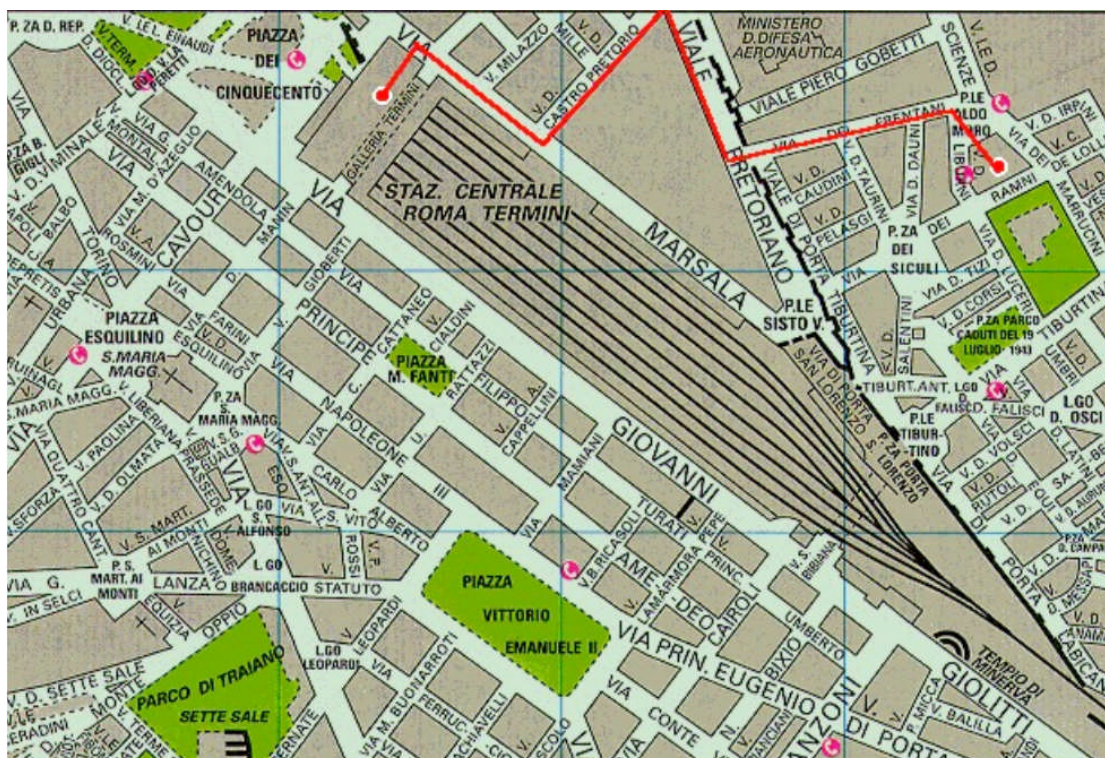


Programme

| Time | Sessions |
|--|--|
| Joint session of Knowledge Transfer Study workshop and ProTon conference | |
| 11.45 – 13.00 | <p style="text-align: center;">The future of the knowledge transfer manager profession</p> <p>Introduction: Riccardo Pietrabissa, Head of ICT, National Research Council (CNR) (Rome) / President, Netval Patrick McCutcheon, European Commission, DG Research and Innovation</p> <p>Expert discussion:</p> <ul style="list-style-type: none"> • Riccardo Pietrabissa, National Research Council / Netval • Pat Frain, Director NovaUCD, Innovation and Technology Transfer Centre of the University College Dublin (Dublin, Ireland) • Michel Morant, Manager, Technology Transfer Office, University of Liège, (Liège, Belgium) • Dr. Alexander Papaderos, Technical University Munich, Head, Patent and Licensing Office |
| Knowledge Transfer Study workshop in cooperation with Ministry of Economic Development and Netval | |
| 13.00 – 13.45 | <i>Light lunch break</i> |
| 13.45 – 14.15 | <p style="text-align: center;">Country profile</p> <p>Knowledge transfer and IP management at Italian universities and public research organisations: an international comparative view</p> <ul style="list-style-type: none"> • Andrea Piccaluga, ProTon Europe Board of Directors / Scuola Superiore Sant'Anna (Pisa): Findings from the ProTon surveys • Dr. Stefan Lilischkis, Senior Consultant, empirica GmbH (Bonn, Germany): First findings from the Knowledge Transfer Study <p>Discussion</p> |
| 14.15 – 14.45 | <p style="text-align: center;">Case study</p> <p>From knowledge to market: the Fraunhofer Society's experiences in knowledge transfer from research to industry (tentative)</p> <ul style="list-style-type: none"> • Dr. Lorenz Kaiser, Fraunhofer Society, Division Director for legal and contractual affairs (Munich, Germany) <p>Discussion</p> |
| 14.45 – 15.00 | <i>Coffee and tea break</i> |
| 15.00 – 16.00 | <p style="text-align: center;">Panel discussion</p> <p>Fostering valorisation of research findings from universities and public research organisations – policy implications</p> <ul style="list-style-type: none"> • <i>A university's view:</i> Dr Andrea Berti, Director, Technology Transfer Office, University of Padua (invited) • <i>An innovation policy view:</i> Daniela A.R. Carosi, Innovation National Fund Coordinator, Italian Patent and Trademark Office, Ministry of Economic Development (Rome) (invited) • <i>A research policy view:</i> Mario Ali, Ministry of Education, Universities and Research (Rome) (invited) • <i>A small business view:</i> Andrea Di Anselmo, Board Member, International Network for SMEs (INSME) / Vice President, META Group srl (Rome) • <i>A big business view:</i> Nicoletta Amodio, Confindustria (Rome) |
| 16.00 – 16.15 | <p style="text-align: center;">Conclusions</p> <ul style="list-style-type: none"> • Patrick McCutcheon, European Commission, DG Research and Innovation |
| Moderation: Dr. Stefan Lilischkis, empirica, Bonn | |



How to find the venue: CNR Conference Centre



Address

National Research Council,
Piazzale Aldo Moro, 7
00185 Rome , Italy
Tel : +39 06 49931 Fax : +39 06 4461954

Directions

From Rome "Leonardo da Vinci" Fiumicino airport: Go to Fiumicino Air Terminal (Trenitalia FS), take the FM1 metropolitan train (Settebagni direction) for eight stops and get off at Tiburtina. Go to stop Staz. Tiburtina/Metro B, take the bus 71 (S.Silvestro) for six stops and get off at Via dei Marrucini, walk back about 100 metres until Aldo Moro 7. Or take bus 492 (Piazza Risorgimento) for six stops and get off at Via dei Ramni, walk back about 10 metres until Ramni Street, 19 (secondary entrance of CNR).

In the square outside the airport there is a bus to Piazza dei Cinquecento (Termini Station). The distance between the station and CNR is about 1.5 km. From Piazza dei Cinquecento you can take bus 492 or walk following the route shown in the map above.

For those arriving by private vehicle: Drive along the Ring Road (GRA) or Rome-L'Aquila A24, take the exit 14 toward Rome centre - Tangenziale est (East Freeway) and drive for about 7 km. To exit the highway towards Tiburtina station, take Via Tiburtina (towards city centre) about 3 km, pass through Piazzale de Verano and continue along Via Cesare de Lollis about 0.5 km until CNR; located on the right.

From Rome central train station (Stazione Termini): Leave Roma Termini Central Station, go to Piazza dei Cinquecento and take the bus 492 (Tiburtina Station) for 6 stops (frequency every 7 minutes). Get off at Via dei Marrucini, walk back about 100 metres until Ramni Street, 19 (secondary entrance to CNR). The distance between the station and CNR is about 1.5 km so you can walk there in about 15 minutes, following the route shown in the map above.



Hotels in the proximity of the venue

The following hotels have agreed on special prices for ProTon Conference participants. Some have already reserved rooms in anticipation of bookings. In order to secure a special price for your booking please ensure that you mention the ProTon conference when getting in touch with the hotels.

Ateneo Garden Palace****

Via dei Salentini, 1/3. Email: email@ateneorome.com

Distance from venue: 0.5 km. Price for a single room, including breakfast: €130

Hotel Laurentia***

Largo degli Osci, 63. Email: info@hotellaurentia.com

Distance from venue: 0.6 km. Price for a single room, including breakfast: €110.

Hotel Galles***

Viale Castro Pretorio, 66. Tel: +39 06 445 4741. Email: booking@pph.it.

Distance from venue: 0.7 km. Price for a single room, including breakfast: €105.

Hotel Prince Galles***

Via Palestro, 72. Email: booking@pph.it.

Distance from venue: 0.8 km. Price for a single room, including breakfast: €105.

Tulip Inn Roma Globus Hotel***

Viale Ippocrate, 199. Tel: +39 06 445 7001. Email: info@globushotel.com.

Distance from venue: 0.8 km. Price for a single room, including breakfast: €95

Hotel Madison***

Via Marsala, 60. Tel: +39 06 4454 344. Email: booking@pph.it.

Distance from venue: 1 km. Price for a single room, including breakfast: €105.

Hotel Villa Morgagni*****

Via G.B. Morgagni, 25. Tel: +39 06 4420 2190. Email: info@villamorgagni.it.

Distance from venue: 1.1 km. Price for a single room, including breakfast: €118.

Hotel Villa Patrizi ****

Via di Villa Patrizi, 20. Tel.: +39 06 44202499. Email: info.villapatrizi@primegroup.it

Distance from Venue: 1.1 km. Price for a single room, including breakfast: €129.

Hotel Villa Torlonia***

Via B. Eustachio, 3/5/7. [Tel:+39 06 440 2630](tel:+39064402630). Email: info.villatorlonia@primegroup.it.

Distance from Venue: 1.3 km. Price for a single room, including breakfast: €129.

Hotel Mercure Piazza Bologna ***

Via Reggio Calabria, 54. Tel: +39 06 440741. Email: H3304@accor.com.

Distance from Venue: 1.5 km. Price for a single room, including breakfast: €124.

Hotel Commodore****

Via Torino, 1. Tel: +39 06 485 656. Email: info@hotelcommodore.com.

Distance from venue: 1.9 km. Price for a single room, including breakfast: €98.